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NDA ENCOURAGES USE OF COST-SHARE FUNDS TO PROMOTE LIVESTOCK EXPORTS

LINCOLN – On behalf of U.S. Livestock Genetics Export (USLGE), the Nebraska Department of Agriculture (NDA) is reminding Nebraska's livestock producers of the availability of cost-share funds to promote livestock sales in the foreign marketplace.

The funds are available to private livestock breeders, companies or cooperatives interested in promoting livestock, semen or embryo sales in international markets through December 31, 2016. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service of the U.S. Department of Agriculture.

“These cost-share dollars are another tool that can be used to increase Nebraska livestock exports to foreign markets,” NDA Agricultural Trade Representative Stan Garbacz said. “I encourage Nebraska's livestock producers and companies to take advantage of these funds to enhance their international marketing and promotion programs.”

The MAP program provides for partial reimbursement (up to 50 percent) of the cost of approved activities, such as international advertising, the development, translation and distribution of promotional materials and participation in foreign trade shows and exhibitions. Funds cannot be used for travel or personnel reimbursement. An administrative fee is charged to participate in the program.

For more information about the program, contact NDA's Agricultural Trade Office at (402) 471-2341, or the USLGE at (618) 548-9154.

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